Backgrounder
Wisconsin State Journal: August 4, 2010

Newspaper	**Wisconsin State Journal**
Owner	Lee Enterprises, Inc. (public)
Address	1901 Fish Hatchery Rd., Madison, WI 53708
Phone number	608-252-6100
URL	Madison.com
Circulation	91,575 (m-s) 125,000 (sun)
Publisher	
Name	**Bill Johnston**
Start date	2006
Phone number	608-252-6102
E-mail	bjohnston@madison.com
Newspaper Staff	
Total FTEs	370
Publication cycle	7 days, a.m.
Current Circulation	**2007 Circulation[1]**
Weekdays (m-s)	91,575 94,802
Sundays	125,039 141,234
E-edition	
Price	
Weekday newsstand	$.75
Sunday newsstand	$2.00
Subscription annual	$250
E-edition	
Ancillary Businesses	Niche publications for special interests such as farming, auto, nursing
Newsprint	
Tons/annual	75,000
Sources of Revenue	*Percentages*
Circulation	35%
Display ads	30%
Classified	20%
On-line Ads & Fees	10%
Other: niche publications	5%
Trends/ over 3 years	Classified revenue down
Digital	
Pay wall?	No
Considering a pay wall?	Not at this time
Editor	
Name	**John Smalley**
Start Date	December, 2008
Phone number	608-252-6104
E-mail	jsmalley@madison.com

[1] 2008 Editor & Publisher International Yearbook

Backgrounder
Wisconsin State Journal: August 4, 2010

News Staff	
Total FTE	80
Reporters	59
Editors	15
Photo	Editor + 5 photographers
Bureaus	Two reporters
Coverage	More than 50% of their time
Local government	Yes: one fulltime
Courts	Yes: one fulltime
Public safety	Yes: one fulltime
County government	Yes: one fulltime
State government	Yes: two fulltime
School Board	Yes: one fulltime
Business	Yes: three fulltime
Sports	Yes: 19 fulltime/1 part-time
Entertainment & arts	Yes: 3.5 FTE
Health/Medicine	Yes: one fulltime
Sci/Environment	Yes: one fulltime
Regional	Yes: one fulltime
Digital Media Manager	
Name	**Tim Kelley**
Start date	2008
Phone	608-252-6115
E-Mail	tkelley@madison.com
website originated	1996
Digital News Staff	
Size	11
Reporting/Photo staff	
Does reporting staff feed materials for digital media	Yes
Capabilities	
Web platform software?	
Content management system: software?	Blox (Town News, Moline, Ill.)
Does your organization write code?	Yes
Number of coders?	Five
Proprietary or open-source code? Why?	Proprietary
Flexibility & response time	
Can you change web platform – coding, architecture, software -- at least once a month? Do you?	Yes
Can you add new functionality promptly as it becomes available?	Yes

Backgrounder
Wisconsin State Journal: August 4, 2010

Digital Tools?	
Crowd sourcing?	Used "Cover it live" software, election night, for responses
Data visualization?	Occasionally; searchable data bases
Documentary video?	Yes
Social Media	
What is the overall organizational commitment to collecting, creating, shaping and delivering all your news/information products through these digital channels?	Major commitment; about 50 reporters have Twitter accounts.
To what extent is your newspaper connected to people through social media?	Also use Facebook extensively. 2010 site for High School sports with 50 "Fan Pages" for selected High School teams.
Advertising	
Is your advertising staff is able to provide competitive digital services to merchants?	Yes. Sales has some digital specialists.
Do you use "real time" ads?	Yes "Jivox" – video based
Does your advertising department sell "digital services", such as helping merchants with website production?	Limited. Have helped some firms with social media sites. Also runs website for Madison School district.
Does your ad department sell electronic coupons or other modern digital products?	Yes
Assessment	
How do you assess your digital news/information products?	
Page-views?	9-9.5 M/month
Monthly uniques?	800-900K/month
Revenue?	Yes
What other metrics do you use?	Time spent on site (average 2.5 minutes); pages viewed per visit
Do you assess news content?	
Number of sources?	NA
Writing or visual journalism impact?	
Other?	Provide viewing data to news staff in regular monthly reports
Editing	
Are there different procedures (layers of editing) for web vs. print products?	Web-first material goes through "web-desk" for copy edit (staffed 20 hours/day). Reporters can file to web, but WSJ does not do that.
Do you use AP Style in your digital products?	Yes
Revenue	
Do you charge for any digital news products?	Yes
Which products and how much?	Archives; use <newspaperarchive.com> with Heritage Microfilm E-edition
Digital Delivery Systems	
What delivery systems do you	

Backgrounder
Wisconsin State Journal: August 4, 2010

employ?	
E-edition? (software?)	TecNavia; send them PDFs
Smart Phone - apps	
-- iPhone	Yes; an iPhone app up about 6 months
-- Android	Yes; Since October 2010
-- Blackberry	Yes; 2 apps: Wisconsin Badgers & High School sports
-- Palm	No
-- Other?	No
Tablets	
-- iPad	Under development with AP and others newspapers, expected Dec. 1, 2010
-- Other	No but will watch new products
Kindle	Yes; small market thus far about 80 subscribers; all content, no ads.
Knowledge products	
Do you offer "knowledge products," such as books, magazines, and television or radio programs in addition to the core daily paper?	Used to. Not at present time.
Future	
Do you foresee your news organization offering one hundred percent digitally-delivered news/information products in the foreseeable future? (*See Interview*)	Not in foreseeable future.
If you expect there will always be some news/information products delivered on newsprint?	Recent local research: indicates healthy market for readers age 45 +.
Why will that be?	Readers like its accessibility and portability. It's a solid niche market.
Sources of Information	Served by networking among Lee Enterprise newspapers digital news managers. Poynter and Pew reports. Blogs including Newsosaur and Techcrunch